

Bosch Demonstrates “The More You Bosch, The More You Feel Like A Bosch” with First-Ever Big Game Ad



The new ad brings together the unlikely duo of Antonio Banderas and a tribute to wrestling legend “Macho Man” Randy Savage

- Physical manifestations of “Bosches” show the confidence, strength and power felt when using Bosch products.
- Big Game spot is beginning of a multi-year campaign in United States.
- Developed together with creative ad agency Droga5, the multi-year campaign brings together Bosch Home Appliances and Bosch Power Tools in advertising for the first time in the U.S.
- Bosch has partnered with trusted retail partners who are offering great promotional offers.
- Bosch has partnered with Lowe’s, the Official Home Improvement partner of the NFL, for dedicated “Bosch Days” with special offers for power tools and home appliance shoppers.

Detroit – For the first time in its 139-year history, Bosch is making its debut on marketing’s biggest stage with an ad in the Big Game. Starring the unlikely duo of Antonio Banderas and a tribute to the iconic “Macho Man” Randy Savage, the ad demonstrates “The More You Bosch, The More You Feel Like A Bosch.”

In the ad, Banderas and the Macho Man character play “Bosches,” or physical manifestations of the confidence, strength and power you feel with Bosch products. The spot opens with Banderas dressed in silk pajamas standing in the kitchen near his Bosch appliances and a professional contractor working with Bosch power tools, who then turn into the best versions of themselves:

- When Banderas has the power of VitaFresh® Technology in his Bosch refrigerator, keeping his carrots fresh, he can’t help but turn into his uber suave alter-ego, AntoniBosch-deras.
- Equipped with his Bosch 18V 2-in-1 Impact Driver, a friendly, professional contractor transforms into a familiar character, Macho Man.
- When the duo comes together, they break into a dance party, which leads to Macho Man elbow-dropping onto a table like the ultimate Bosch.

“I’ve long admired Bosch as a brand synonymous with quality and have embraced my inner ‘Bosch’ my entire career,” said Antonio Banderas. “Teaming with the brand for its first-ever Big Game ad and my own, not to mention opposite Macho Man, was a no-brainer.”

The ad brings together two business areas within the expansive Bosch portfolio - Home Appliances and Power Tools - for the first time in U.S. advertising to showcase how the company aims to create technology that helps improve the quality of life. The spot marks the beginning of a [multi-year campaign](#), “The More You Bosch, The More You Feel Like A Bosch,” and will feature seven product ads and a full lineup of ‘Bosches’. An extended version of the Big Game ad can be viewed [here](#).

“From vehicle and mobility technology to kitchen appliances, sensors in phones to power tools and accessories, the Bosch range of products is extensive, and the impact we have on people’s lives every day is tremendous,” said Boris Dolkhani, Bosch CMO. “The Big Game entrance from Bosch is a pinnacle moment to reintroduce the brand to U.S. consumers and the first of many ways Bosch will show up in a bold way in 2025. We’re just getting started.”

Bosch is focused on growth in North America – particularly the United States – as part of its global portfolio. In its Consumer Goods business sector, Bosch is planning multiple new product launches in the power tools and home appliances categories tailored to the U.S. market, which will be supported by the multi-year campaign.

“The campaign is focused on supporting sales growth in the United States and will contribute to our company’s overall future global success,” said Paul Thomas, president of Bosch in North America.

The Bosch :30 ad will air during the 4th quarter of the Big Game and is available to view here:

- Watch the :30 version of the Big Game ad [here](#).
- Watch the extended :60 version of the Big Game ad [here](#).
- Watch the Pickle Jar teaser [here](#) and the Dance Teaser [here](#).

Big Game, Big Retail Activations

To celebrate the Big Game, Lowe's, the Official Home Improvement partner of the NFL, will be launching a rare and exclusive 10% discount on all premium Bosch home appliance products* in-store and online, kicking off on Feb. 27 and running until March 12. Basic installation included on select Bosch dishwashers.* For more information on Bosch cooking, dish, cooling, laundry, coffee and more home product lines offered at Lowe's, visit www.lowes.com/bosch. To find additional retailers for Bosch home appliances, visit the Bosch home appliances [store locator](#).

Interested workers can visit the Boschtools.com [store locator](#) to learn the many ways they can purchase Bosch tools, accessories and measuring tools from retail partners.

Agency Credits:

- Creative ad agency Droga5 developed the overall creative for the teaser, final ad and upcoming multi-year campaign.
- Phaedon led public relations efforts.
- Carat led the Big Game media buy and developed the paid strategy.

The full campaign can be viewed at: www.likeabosch.com

Press photos are available on the Bosch Media Service at us.bosch-press.com.

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**Save up to 35% on select major appliances + Save an additional 10% on Select Appliances when you spend \$699 or more + Plus free install via mail in rebate on select Bosch dishwashers. Offer applies to select major items only. Excludes clearance items; floor care and small appliances; water heaters; or room air conditioners. Offer cannot be used in conjunction with any (i) other promotion, discount, markdown, coupon, rebate or offer, including any Lowe's volume or special discount programs (such as but not limited to, Contractor Pack, Buy in Bulk, Value Savings Program ("VSP"), Military Discount, Employee Discount, Lowe's Price Promise, Special Value, New Lower Price, Was: Now, & credit discount offers); or (ii) associate discretion price adjustments. Basic install via Visa Gift Card Rebate with Purchase of select Bosch dishwashers: Install via mail in rebate varies & is in the form of a Visa Gift Card equal to the actual basic install fee & will not include refund of sales tax. This offer does not include premium installations. Applies to Select Bosch Dishwashers. Requires existing electric, plumbing, &/or gas line be present at point of install. Limit rebate 1 per household. More fees may apply (e.g., parts required for install; removal & haul away, delivery, permit fees, custom work, additional mileage, &/or electrician &/or plumber labor, etc.) if services beyond basic install are required. May not be available in your area & limited to single family residences. Lowe's Basic Installation must be purchased in-store, see lowes.com or associate for details. Installation services guaranteed by Lowe's labor warranty & available through independent contractors, licensed, & registered where applicable. See Lowes.com/licensing for current & additional license numbers. Additional fees may apply. Redeemable in-store, on Lowes.com, and Lowes.com mobile applications only. Not valid on any Lowe's branded website operated by a 3rd party; previous sales; or multiple transactions to apartments, builders, condominiums, subdivisions, and wholesalers. Customer must pay applicable sales tax. See associate or Lowes.com for more details and qualifying items. Valid 2/27/25 – 3/12/25. Selection varies by location. While supplies last.*

About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs more than 41,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2024). According to preliminary figures, Bosch generated consolidated sales of \$17.4 billion in the U.S., Mexico and Canada in 2024. For more information visit www.bosch.us, www.bosch.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com.

Exchange rate: 1 EUR = 1.0823

<https://pressroom.boschtools.com/press-releases?item=122725>